

2/10

PATH A:	SOURCE TO ARS				
400~	URL OF ARS	ADVERTISER PRODUCT CODE	URL OF SOURCE	FIG.	4a
PATH B: ARS TO SOURCE					
402~	URL OF SOURCE	URL OF ADVERTISER	URL OF ARS	FIG.	46
	•			•	
PATH C: SOURCE TO ADVERTISER					
404~	URL OF ADVERTISER	REQUEST-FOR- INFORMATION	URL OF SOURCE	FIG.	4c
				•	
PATH D: ADVERTISER TO SOURCE					
406~	URL OF SOURCE	REQUESTED INFORMATION	URL OF ADVERTISER	FIG.	4 <i>d</i>
				•	
PATH E: ARS TO ADVERTISER (OPTIONAL)					
408~	URL OF ADVERTISER	REQUEST-FOR- INFORMATION	URL OF SOURCE	FIG.	4e
				•	



















